

## Purpose

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The purpose of this Request for Qualifications (“**RFQ**”) is to obtain competitive proposals from qualified consultants and firms (each a prospective “**Consultant**” and collectively referred to herein as “**Consultants**”) capable of developing, conducting, and implementing a public relations campaign advocating for the approval of a ballot proposition for the formation of a transportation development district (“**District**”) encompassing all or portions of the Counties of Marion and Ralls, Missouri (“**Counties**”).

The ballot proposition will be submitted to the voters of the Counties and, if approved, a 1/2% sales tax will be imposed within the District’s boundaries in accordance with the Missouri Transportation Development District Act, Sections 238.200 to 238.280 of the Revised Statutes of Missouri, as amended (“**Act**”). For the ballot proposition to be approved, a majority of the votes cast by the qualified voters must be in favor of organizing the District.

The RFQ includes the overall scope of services and specific functionality desired, as well as required vendor qualifications.

This RFQ provides prospective Consultants with enough information to enable them to prepare and submit proposals for consideration by the Hannibal Regional Economic Development Council (the “**Council**”) to satisfy the needs as outlined.

## SCOPE OF SERVICES

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### OVERVIEW:

The Council is seeking a response to this RFQ from Consultants interested in providing professional services for developing, conducting, and implementing a public relations campaign advocating for the approval of a ballot proposition approving the formation of the District. If the proposition is approved, the District, in conjunction with the Missouri Department of Transportation (“**MoDOT**”) and the Counties, would assist in funding “The U.S. Route 61 Bypass” also known as the “Hannibal Expressway” along with other transportation projects, on a subordinate basis, in the Counties (collectively, “**Transportation Projects**”). To fund the Transportation Projects, the District would impose a 1/2% sales tax within its boundaries. The District would include all or portions of the Counties. Marion County, Missouri has a population of approximately 28,530 people, and Ralls County, Missouri has a population of approximately 10,309 people.

The Council works to promote investment within the region it serves through the expansion of existing businesses, attracting new businesses and entrepreneurial development. These community investments lead to new job creation, increased tax bases, and diversification of the local economy. The Council seeks to facilitate the creation of the District to finance the Transportation Projects, which would address the congestion issues on US 61 through Hannibal and other transportation needs in the region. To assist in

making this a reality, the Council seeks a Consultant to assist it in garnering community support for adoption of the ballot proposition required to make completion of the Transportation Projects a reality.

The selected Consultant will work closely with the Council's Executive Director, and agents and representatives of the Council, to carry out this work. The process may also include working with representatives of MoDOT and the Counties. Prior to beginning work on the campaign, a campaign plan developed by the Consultant must be approved by the Council.

The selected Consultant will:

- Meet with the Council and its representatives as needed to discuss the objectives and progress of the campaign to approve the ballot proposition for the formation of the District.
- Assist with choosing the types of tools used to gather assessment information and conduct statistical analysis of data.
- Determine the best approach and develop and implement a plan to campaign for approval of the ballot proposition relating to the formation of the District. This may include, but is not limited to, a targeted social media campaign and town hall styled meetings.
- Provide illustrations, plans, talking points, and graphics throughout the process, as needed, to campaign for approval of the ballot proposition relating to the formation of the District, and implement same in the campaign.
- Present updates to the Council and its representatives on the campaign, its progress, and next steps leading up to the election on the ballot proposition.

## AVAILABLE DOCUMENTS:

The below-numbered documents are available for Consultants responding to this RFQ.

1. Maps showing the proposed District boundaries.
2. Information on the qualified voter base.
3. Descriptions and preliminary budgets of the proposed Transportation Projects.

## SCHEDULE OF ACTIVITIES:

A suggested schedule is presented below. If the Consultant anticipates difficulties with the proposed delivery schedule, the Consultant should so indicate and propose an alternate schedule in the response to the RFQ.

SCOPE OF WORK	WORK SCHEDULE
Issue RFQ	May 13, 2022
Proposals due to Council	May 27, 2022 by 3 p.m. CST
Consultant interviews	Week of June 6, 2022
Selection of Consultant	June 23, 2022
Council review of Contract	Week of July 11, 2022
Contract Execution	July 28, 2022

## PROPOSED BUDGET:

Campaign costs incurred and billed by the Consultant to the Council will be negotiated as part of the final contract and scope of work with the successful Consultant.

## SUBMISSION REQUIREMENTS:

The successful Consultant will be able to demonstrate competency with public relations campaigns in the State of Missouri (“**Missouri**”) that focus on increasing voter awareness, ballot proposition approval in Missouri, knowledge of transportation development districts or other special taxing districts within Missouri, knowledge of Missouri public financing incentives, working with other Missouri municipalities, and presenting at public meetings. Specifically, the Council is seeking the below characteristics in a Consultant.

1. The number of years your company has performed services similar to those requested.
2. A description of past or present work performed during the past five years by the Consultant similar to those requested.
3. A list of three references. Please include contact name, telephone number and email address.
4. Description of a recommended campaign approach and strategy including preliminary milestones and tasks to be completed.
5. Commitment of identified key staff to the campaign.
6. Ability to complete work in a timely manner.
7. Experience in working on public relations campaigns relating to increasing voter awareness and for the approval of ballot propositions in Missouri.
8. Experience with transportation development districts and political subdivisions within Missouri and knowledge of Missouri statutes and local rules and procedures related to same.

Supplemental Information (use additional sheets as necessary):

1. Name of primary contact, address and phone number.
2. The day(s) and time(s) the primary contact is available.
3. Provide a brief history of the company.
4. Describe any name or ownership changes in the past 5 years.
5. Submit a sample copy of your current contract/agreement with all terms and conditions (subject to review by the Council’s legal review).
6. Cost proposal:
  - Provide a comprehensive cost proposal with a complete breakdown and a grand total.
  - The Council reserves the right to choose all or a portion of the items proposed.

## EVALUATION CRITERIA:

The Council reserves the right to select the Consultant who best meets the “overall” needs of the Council primarily on the below-listed criteria (not listed in any order of importance).

- All cost related to the campaign.
- The ability to serve the Council’s needs.
- Adherence to the requested information specifications, thoroughness of the submittal, as well as the overall format of the presentation.
- The financial stability, longevity, and strength of the Consultant.
- Experience in working on public relations campaigns relating to increasing voter awareness and for the approval of ballot propositions in Missouri.
- Experience with transportation development districts and political subdivisions within Missouri and knowledge of Missouri statutes and local rules and procedures related to same.

## SUBMISSION:

Sealed submittals must be received by the Hannibal Regional Economic Development Council; 3817 McMasters Avenue, Suite D, Hannibal, Missouri 63401; Attention: Corey J. Mehaffy, Executive Director prior to May 27, 2022 at 3:00 P.M. (CST). Each proposal shall consist of one original (identified as such) and one electronic copy on flash/thumb drive of the complete proposal. The file submitted on flash/thumb drive shall include all attachments and signatures, where applicable.

It is the responsibility of the Consultant to ensure that their submittal is received by the Council prior to the deadline. Consultants mailing proposals should allow ample mail delivery time to ensure timely receipt of their proposals. Proposals received after the deadline for receipt of proposals will not be opened or considered.

Proposals must be clearly labeled Hannibal Regional Economic Development Council “RFQ – Consultant Services” and shall show such information on the outside of the submittal packet. Submissions will not be accepted by facsimile or email transmittal. Do not staple or submit bid in any type of binder; binder clips are acceptable.

## TERMS AND CONDITIONS

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### QUALIFICATIONS:

All Consultants shall be licensed, as applicable, insured, and bonded and shall furnish satisfactory evidence to the Council that they have previously performed/provided the types of services as specified elsewhere in this request.

## **METHOD OF AWARD /SELECTION:**

The submittals will be evaluated by the Council. A response summary of proposals will be available by contacting Corey J. Mehaffy, Executive Director. The response summary will only include the names of the Consultants that provided submittals that were delivered by the required RFQ submittal date and time. Until award of the contract, the responses shall be held in confidence and shall not be available for public review.

## **CONTACT WITH COUNCIL PERSONNEL:**

As specified above, all contact with the Council should be channeled through the Executive Director. No contact with other Council officials, officers, members, employees, agents, or representatives is to be made by responding proposers throughout the entire process.

## **RESPONSE MATERIAL OWNERSHIP:**

All proposals become the property of the Council upon receipt and will only be returned to the proposer at the Council's option. Selection or rejection of the proposal will not affect this right. The Council shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFQ. Disqualification of a proposal does not eliminate this right.

## **PROPRIETARY INFORMATION:**

All material submitted in response to this RFQ will become public record. Any material requested to be treated as proprietary or confidential must be clearly identified and easily separable from the rest of the proposal. Such request must include justification for the request and approval by the Council. Neither cost or pricing information nor a total proposal will be considered proprietary.

## **CONFIDENTIALITY:**

The Consultant agrees that it will not permit the disclosure or duplication of any information received from the Council or stored on Council systems unless such disclosure or duplication is specifically authorized in writing by the Council, or as required by law.

## **EVALUATION RIGHTS:**

The Council reserves the right to: a) reject any or all submissions, or to make no award, b) require modifications to initial submissions, c) make partial or multiple awards, or d) further negotiate costs submitted. The Council reserves the right to award the contract in any manner deemed in the best interest of its citizens.

## **REJECTION OF SUBMISSIONS:**

The Council reserves the right to reject any or all submissions received in response to this RFQ, or to cancel this RFQ if it is in the best interest of the Council to do so. Failure to furnish all information or to follow the proposal format requested in this RFQ may disqualify the proposal.

## INCURRING COSTS:

The Council shall not be obligated or be liable for any cost incurred by the Consultant prior to issuance of a contract. All costs and expenses to prepare and submit a response to this solicitation shall be borne by the Consultant.

## SUBMISSION AND SUPPLEMENTAL MATERIALS:

Submissions shall be submitted to the Executive Director. If supplemental materials are required or requested, then they must be submitted to the Executive Director as part of the submittal. Supplemental materials will not be accepted after the submissions have been opened, unless requested. Submission or distribution by the prospective Consultant of unsolicited supplemental materials to other Council officials, officers, members, employees, agents, or representatives may result in rejection of the submission.

## DISCRIMINATION POLICY:

The Council advises the public that it does not discriminate against any person on account of race, color, religion, creed, sex, age, ancestry, or national origin, and that such nondiscrimination is extended to procurement of materials and/or the provision of its services.

## WAIVER:

The Council reserves the right to waive any variances from the original RFQ in cases where the variances are considered to be in the best interest of the Council.

## INSURANCE:

The Consultant that is awarded a contract ("**Contract**") shall maintain during the life of the Contract and furnish to the Council the appropriate Professional Liability, Commercial General Liability, and Workers Compensation insurance certificates. Promptly upon the award of the Contract, the Consultant shall inquire with the Council if the Council desires to be listed as an "Additional Insured" during the term of the Contract and, if so, the Consultant shall have the Council listed as an "Additional Insured" during the term of the Contract, and a copy of such "Additional Insured" endorsement shall be promptly provided to the Council.

## INDEMNITY:

The Consultant shall, at all times, fully indemnify, hold harmless, and defend the Council and its officials, officers, members, employees, agents, or representatives from and against any and all claims and demands, actions, causes of action, and cost and fees of any character whatsoever made by anyone whomsoever on account of or in any way growing out of the performance of this contract by the Consultant and its members, employees, agents, subcontractors, or representatives, or because of any act or omission, neglect or misconduct of the Consultant, its members, employees, agents, subcontractors, or its representatives including, but not limited to, any claims that may be made by any of the Consultant's members, employees, agents, subcontractors, or representatives themselves for injuries to their person or property or otherwise.

Such indemnity shall not be limited by reason of the enumeration of any insurance coverage herein provided.

Nothing contained herein shall be construed as prohibiting the Council, its officials, officers, members, employees, agents, or representatives, from defending through the selection and use of their own agents, attorneys and experts, any claims, actions or suits brought against them.

The Consultant shall likewise be liable for the cost, fees and expenses incurred in the Council's or the Consultant's defense of any such claims, actions, or suits.